



SERJ KHOROZIAN
Senior UI/UX Designer

IAMSERJ.COM
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650.384.3777

ABOUT ME

Senior UI/UX Designer with 9+ years of experience designing responsive websites, mobile apps, and digital product experiences for major brands including Apple, Google, NVIDIA, and Wolters Kluwer. Skilled in user-centered design, wireframing, prototyping, visual design, and pixel-perfect execution. Passionate about using AI tools and emerging technologies to enhance design workflows and create intuitive, scalable user experiences.

EXPERIENCE

iHerb

Senior UI/UX Designer

April 2019 - Present · Remote

- Designed intuitive, consumer-facing web and mobile experiences that improved usability, engagement, and overall customer satisfaction across digital platforms.
- Created responsive web layouts, user interfaces, email designs, and digital marketing assets to support e-commerce campaigns, product discovery, and conversion-focused user journeys.
- Applied UX best practices, accessibility principles, and current design trends to deliver modern, user-centered solutions aligned with business and customer needs.
- Partnered with developers to ensure technical feasibility, responsive behavior, performance optimization, and pixel-perfect execution across web and app experiences.
- Optimized UI designs for speed, scalability, and consistency, helping improve digital performance and create a smoother shopping experience.
- Collaborated cross-functionally with product, marketing, creative, and engineering teams to translate business goals into clear, engaging, and conversion-driven digital experiences.
- Provided design direction, feedback, and mentorship to fellow designers, strengthening team collaboration, visual consistency, and overall design quality.

Wolters Kluwer

UI/UX Designer

April 2018 - April 2019 · Glendale, CA

- Optimized e-commerce experiences across Sitecore, WordPress, and Insite, improving content workflows, site performance, and product update accuracy.
- Designed custom web experiences and a scalable design system for Sitecore and WordPress, improving product presentation, UI consistency, and CMS-based design execution.
- Managed 4,000+ catalog items within a digital product library, streamlining updates, improving inventory accuracy, and increasing content workflow efficiency.
- Partnered with cross-functional teams to deliver scalable, consistent, and user-friendly experiences across CMS and e-commerce platforms.

Apple

Product Designer

February 2018 - April 2018 · Sunnyvale, CA

- Prepared production-ready UI comps, web graphics, product imagery, typography, and UI components for Apple product pages, supporting high-quality digital experiences across responsive layouts and localized global web assets.
- Collaborated with developers and creative teams to streamline design handoffs for localization, reduce production errors, and support faster project delivery across Apple digital product experiences.
- Reviewed final design deliverables for layout, imagery, typography, export accuracy, and pixel-perfect execution, maintaining Apple-level quality standards across digital assets.
- Supported global responsive and localized Apple web production during Fiscal Q2 2018, when Apple reported \$61.1B in total revenue, 52.2M iPhone units sold, and approximately 700,000 HomePods shipped worldwide.

EDUCATION

BFA in Interaction & UI/UX Design

Academy of Art University

San Francisco, CA

2011 - 2016

SKILLS

- Product Design
- Design System
- Product Strategy
- UI/UX Design
- Art Direction
- Branding & Identity Design
- Usability Testing & Research
- Wire-framing & User Flows
- Prototyping
- Visual Design
- Responsive Design
- Web Development

TOOLS

- **Design:** Figma, Sketch, Framer, Photoshop, Illustrator
- **AI:** Firefly, ChatGPT, Claude, Google Gemini, DALL-E
- **Prototyping:** Principle, Zeplin, Invision
- **Web & Coding:** HTML, CSS, Wordpress, Sitecore, Elementor
- **Video Editing:** Premier Pro



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Google

UI/UX Designer

September 2017 - December 2017 • Sunnyvale, CA

- Designed responsive UI/UX concepts for Google Cloud web experiences across desktop, tablet, and mobile layouts.
- Improved content clarity, navigation, and enterprise product storytelling through refined page structure and visual hierarchy.
- Supported messaging around Google Cloud's platform scale, AI adoption, customer ROI, and enterprise business value.
- Highlighted key impact metrics, including \$32B+ annual revenue, 90% adoption among generative AI unicorns, and up to 323% customer ROI over 3 years.

Nvidia

Visual Designer

April 2017 - June 2017 • Santa Clara, CA

- Redesigned GeForce.com responsive web experiences across desktop, tablet, and mobile breakpoints, improving visual consistency, usability, and campaign engagement.
- Designed landing pages, email campaigns, and digital banners for GeForce game launches and product promotions, supporting higher engagement and conversion-focused marketing goals.
- Managed final campaign assets within Nvidia's digital asset library, improving asset accessibility, workflow organization, and cross-team production efficiency.
- Delivered multiple campaign assets under tight deadlines while maintaining brand consistency, responsive design quality, and production accuracy.

Mobilogix

UI/UX Designer

June 2016 - April 2017 • Irvine, CA

- Designed mobile app experiences for iOS and Android, including personas, user flows, wireframes, prototypes, and high-fidelity UI screens.
- Created clickable prototypes to support stakeholder reviews, user flow validation, and iterative product improvements across cross-platform experiences.
- Developed branding, design systems, and style guidelines to create a more consistent product identity across mobile and web interfaces.
- Collaborated with engineering teams to translate product requirements into intuitive, scalable, and production-ready UI designs.